Government of Yukon

Yukon Government NEWS release

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Yukon Government Celebrates Tourism Week

WHITEHORSE - In celebration of Tourism Week, the Yukon government is supporting a number of initiatives, including the creation of a new Yukon Tourism Champion Award, Welcome Yukon workshops facilitated by the Yukon Tourism Education Council and a Yukon Historic Site designation ceremony for the Caribou Hotel, announced Tourism and Culture Minister Elaine Taylor.

The Yukon Tourism Champion Award is a goodwill Yukon ambassador award that will be presented on an annual basis each June as part of Tourism Week celebrations. "The Yukon Tourism Champion Award will recognize individuals who work outside of the tourism sector yet whose influence, energy and enthusiasm are instrumental in promoting Yukon to outside audiences," Taylor said.

Formal nominations will be accepted by the Department of Tourism and Culture throughout 2008 and early 2009. The recipient of the award will be formally recognized during 2009 Tourism Week celebrations and will receive a plaque and Larger Than Life promotional gear.

The Yukon government is also pleased to support the Yukon Tourism Education Council (YTEC) in the facilitation of Welcome Yukon workshops that will be offered throughout Yukon communities. Taylor noted that Welcome Yukon workshops which promote customer excellence and quality assurance are beneficial for communities who interact with and greet many visitors.

"Welcome Yukon's reputation as a beneficial training program for all sectors of the tourism industry is spreading," said Darlene Doerksen, Chief Executive Officer, YTEC. "Many businesses are making this training part of their mandatory hiring requirements."

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Friday, June 6, the public is invited to the designation ceremony of the Caribou Hotel as a Yukon Historic Site. The festivities begin at 2:30 p.m. in Carcross.

"The Caribou Hotel is the fifth building to be designated as an official Yukon Historic Site," Taylor said. "We are very pleased that this significant Carcross landmark will receive the important historic distinction it deserves in keeping with its long and colourful history."

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